

Why is Brand Image at the center of every fashion retailer?

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McQueen Spring 2011

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Apply knowledge in real
world setting

Thesis statement:

Uncovering the Power of Brand Image: An In-depth Study of its Significance in the Fashion Retail Industry.



01



About Me...

Learning why consumers choose to shop with a certain fashion brand versus others is important to me because it has always been a passion of mine and is how I got involved in marketing.

I plan on pursuing a career in brand management where I can apply my knowledge of consumer behavior and excitement for uncovering creative ways to stand out in the business world.

Historical Evolution of Brand Image in Fashion:

**Early 20th
Century**

**Mid-20th
Century**

1960s-1970s

1980s-1990s

2000s

2010s-Present

Ready-to-Wear, Youth Culture, and Changing Perceptions

Early Luxury Brands and the Establishment of Brand Image

Logos, Global Expansion, and Celebrity Influence

Designer Dominance and the Rise of Supermodels

Digital Revolution, Fast Fashion, and Accessibility

Sustainability, Inclusivity, and the Social Media Era

03

Pre-London Trip



Define Brand Image.

the way in which people perceive a certain brand based on how well the brand is able to differentiate themselves from the competition



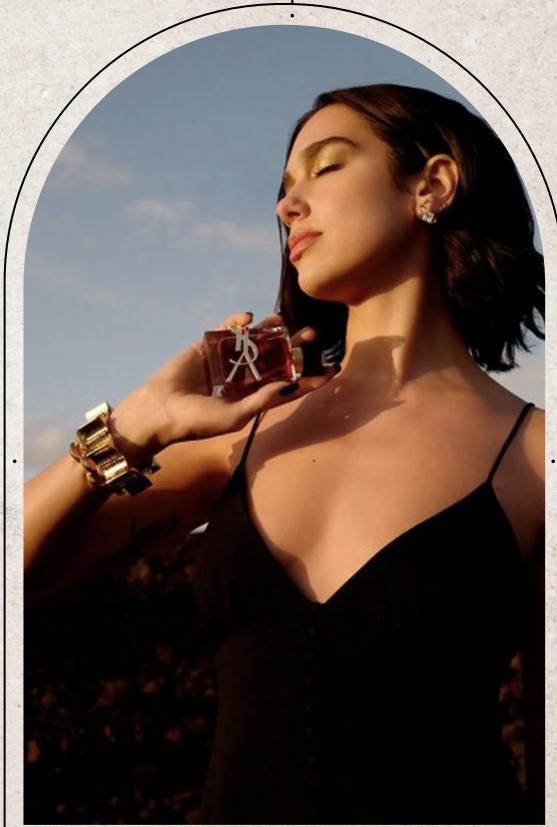
Marketing Efforts.

strategies are implemented to communicate to people what the brand is all about through advertising, social, & website



Consumer Influence.

the impression the person makes up in their own head is what determines the brand image for themselves and can differ from person to person



Dua Lipa YSL 2022



Dior Summer 2022

Findings

The perception of a brand image is influenced by a multitude of factors. Here are some key elements that play a significant role in shaping how individuals perceive a brand:

- Brand identity
- Visual aesthetics, merchandising
- Marketing campaigns
- Customer experience
- Influencers, social media
- Runway, product design
- Core values, purpose
- Brand reputation

Christian Dior



Alexander McQUEEN





Conclusion

Brand image holds power as it is indefinitely at the center of every fashion retailer.

It is the reason why brands are successful and can expand beyond what most believe they are capable of.

01

Emotional Connection.

The values and characteristics of a brand must be relatable for a person to have a positive brand image of that retailer

02

Customer Experience.

The ways in which a retailer interacts with people to make them feel a certain way in addition to marketing all contribute to brand image

03

Emphasis on Loyalty.

There is no better form of marketing than word of mouth from loyal, high spending customers who deeply favor a brand



McQueen Winter Campaign 2020

Industry Application

Implement the 4 E's of luxury marketing to allow brands to create effective marketing strategies that appeal to their intended audience.

Emotions

brands should captivate customers' emotions to create desire and aspiration

Exclusivity

make customers feel unique and important by offering limited edition products, personalized services, or hosting invite-only events

Experiences

deliver memorable experiences, brands can offer value far beyond their products or services.

Extension

extension of brand values and image beyond products and services is essential for luxury brands (collaborate with prestigious brands)

Thank You!

Any Questions?



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